

Amendment to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application:

1. (Currently Amended) An apparatus comprising:

a product, having a surface;

~~a label configured to be affixed coupled to a~~ the surface of the product at a
~~source thereof;~~

~~the product having a surface associated therewith;~~

the label having a surface that has first information about the product, said label
including configured to directly communicate first information corresponding to at
~~least one of the product and a source of the product; and~~

a computer readable medium as part of said label, said computer readable medium;
storing computer readable information that, when read on a computer, produces an
output that provides second information about the product, where said second
information is different than said first information

~~instructions executable by a computer of a~~

~~purchaser of the product, coupled to the product by the label.~~

2. (Currently Amended) The apparatus of claim 1, wherein the first information is printed on the computer readable medium.

3. (Currently Amended) The apparatus of claim 2 1, wherein said label includes a hang tag that is hanging from the surface of the product by a tether holding said hang tag to said surface.

~~the first information is contained in a selection of color on the label.~~

4. (Currently Amended) The apparatus of claim ~~1~~3, wherein the label wherein said hang tag is formed of a material that can be seen through, and wherein said first information is on said computer readable medium, that forms a label for the product.

~~is shaped to provide the first information through a trademark symbol corresponding to at least one of the product and the source of the product.~~

5. (Currently Amended) The apparatus of claim ~~1~~3, wherein ~~the computer readable medium~~ said first information is on said hang tag.

~~contains second information comprising at least one of product facts, source facts, new product facts, service facts, a game, a data gathering interface, a test, a~~

~~browser, a launcher, and a network identifier corresponding to a location of additional information.~~

6. (Currently Amended) The apparatus of claim 1, further comprising a securing part that secures said computer readable medium to said label, where said securing part has a movable part, where said movable part secures said computer readable medium in place when in a first condition, and is moved to a second condition to allow said computer readable medium to be removed from said label~~wherein the product, includes at least one of a garment, footwear, headgear, a toy, a foodstuff, furniture, an appliance, sporting goods, drygoods, a tool and a plant.~~

7. (Currently Amended) The apparatus of claim 6, wherein the computer readable medium has said first information printed thereon which forms~~product is placed with respect to the label for the product to protect the label prior to purchase.~~

8. (Currently Amended) The apparatus of claim 1, wherein the label includes at least one of a hang tag and a hanging tag, substantially enclosing a computer-readable medium, and wherein said first information is on said hang tag or hanging tag.

9 . (original) The apparatus of claim 1, wherein the computer-readable medium includes at least one of a printed medium, an electromagnetic medium, an optical medium, and a firmware medium.

10. (original) The apparatus of claim 9) wherein the computer-readable medium is formatted in at least one of the formats including compact disk, floppy disk, digital video disk, magnetic strip, bar code, symbolic code, and an embedded chip.

11. (Currently Amended) An apparatus comprising:

~~a label configured to be affixed to a product, having packaging substantially enclosing a the product at a source thereof, and the packaging having an exterior;~~

a label configured to be affixed to the product, where the label is configured to directly communicate show first information corresponding to at least one of the product and a source of the product;

~~the packaging substantially enclosing the product; and~~ wherein said label includes a computer-readable medium that forms a part of the label, and which includes coupled to the packaging by the label and containing information that is readable instructions executable on a computer of a user, wherein said second information on said computer readable medium communicates second information about at least one of the product and the source of the product.

12. (Currently Amended) The apparatus of claim 11, wherein the computer readable medium can be seen through said packaging, and said first information is printed on the ~~label~~computer readable medium.

13. (Currently Amended) The apparatus of claim ~~12~~ 16, wherein the computer readable medium can be seen through said at least one of hang tag and hanging tag, and said first information is printed on the computer readable medium~~first information is contained in a selection of color on the label.~~

14. (previously presented) The apparatus of claim 11, wherein the label is shaped to provide the first information through a trademark symbol corresponding to at least one of the product and the source of the product.

15. (original) The apparatus of claim 11, wherein the computer-readable medium contains second information comprising at least one of product facts, source facts, new product facts, service facts, a game, a data gathering interface, a test, a browser, a launcher, and a network identifier corresponding to a location of additional information.

16. (original) The apparatus of claim 11, wherein the label includes at least one of a hang tag and a hanging tag, substantially enclosing the computer-readable medium.

17. (original) The apparatus of claim 11, wherein the computer-readable medium includes at least one of a printed medium, an electromagnetic medium, an optical medium, and a firmware medium.

18. (Currently Amended) An apparatus comprising:

~~a label configured to be affixed to a product at a source thereof, the product~~
having an exterior;

a tether, having a first end connected directly to an exterior of said product;

a the label configured to be attached to a second end of the tether~~having a first end and a second end;~~

~~the first end configured to be coupled to the label;~~

~~the second end configured to be coupled to the exterior of the product, such that the tether couples the label to the exterior of the product;~~

the label configured to directly communicate first information corresponding to at least one of the product and a source of the product; and

said label having a hang tag attached to said tether, and including a
computer-readable medium held within said hang tag, forming a portion of said
label, said computer readable medium coupled to the label and containing having
instructions executable on a computer-readable information thereon, said computer
readable information including second information about said product, different
than said first information of a user.

19. (Currently Amended) The apparatus of claim 18, wherein the first information is printed on the ~~label~~ computer readable medium.

20. (Currently Amended) The apparatus of claim 19, wherein the first information is contained on a surface of said hang tag ~~in a selection of color on the label~~.

21. (Currently Amended) The apparatus of claim 18, wherein the label is shaped to provide the first information through a shaped trademark symbol corresponding to at least one of the product and the source of the product.

22. (Currently Amended) The apparatus of claim 18, wherein the computer-readable medium is an optically readable disc which is shaped in a non-circular outer shape,

~~contains second information comprising at least one of product facts, source facts, new product facts, service facts, a game, data gathering interface, a test, a browser, a launcher, and a network identifier corresponding to a location of additional information.~~

23. (original) The apparatus of claim 18, wherein the product defines an opening to an interior of the product and at least part of the label is positioned in the interior of the product.

24-28 cancelled

29. (New) A method comprising:

forming a label for a product, said label including a computer readable medium, and a holder for the computer readable medium;

attaching the label and computer readable medium to the product, in a way that uses a surface associated with said computer readable medium as a part of product labeling;

wherein said forming comprises forming computer readable information on the computer readable medium that represents information about the product to which the computer readable medium is attached, said forming comprising first

information about the product on said surface associated with said computer readable medium, and second information about the product on the computer readable medium itself.

30. (New) A method as in claim 29, wherein said surface is a surface of the computer readable medium.

31. (New) A method as in claim 29, wherein said attaching comprises using a sleeve to hold the computer readable medium.

32. (New) A method as in claim 31, wherein said surface is a surface of the sleeve.

33. (New) A method as in claim 31, wherein said surface is a surface of the computer readable medium that can be seen through the sleeve.

34. (New) A method as in claim 31, further comprising a part on said sleeve that holds said computer readable medium into said sleeve, wherein said computer readable medium cannot be removed from said sleeve without moving said part.

35. (New) A method as in claim 29, wherein said second information includes executables that are executed by a computer.

36. (New) A method as in claim 35, wherein said executables include a link to a source of the product.

37. (New) A method as in claim 35, wherein said executables are executed on a computer and include a program that automatically links to a source of the product when executed on the computer.

38. (New) A method as in claim 29, wherein said second information includes a multimedia presentation that is shown on a computer.

39. (New) A method as in claim 29, wherein said computer readable medium is an optically-readable disk, that is in a non-circular shape.

40. (New) A method as in claim 39, wherein only a central most portion of said non-circular shape includes computer readable instructions thereon and an outer portion of said shape does not include computer readable instructions thereon.

41. (New) A method as in claim 40, wherein said central most portion is a portion that is circular, and where there are other portions that are not circular.

42. (New) A method as in claim 41, wherein said non-circular portions are symmetrical to one another.

43. (New) A method as in claim 42, wherein said non-circular portions have pointed edges.

44. (New) The method of claim 29, wherein said attaching comprises attaching the label to the exterior of the package by a flexible member.

45. (New) The method of claim 29, wherein said attaching comprises attaching the label to the package in a way that allows said first information to be seen when looking at the package.

46. (New) The method of claim 45, wherein said attaching comprises attaching the label and computer readable medium directly to the package.

47. (New) An apparatus comprising:

a product having a label, where the label includes a computer readable medium, and a holder for the computer readable medium;

said label attached to the product, in a way that uses a surface associated with said computer readable medium as a part of product labeling,

said computer readable medium having computer readable information thereon, said computer readable information represents information about the product to which the computer readable medium is attached, said forming comprising forming first information about the product on said surface associated with said computer readable medium, and forming second information about the product as said computer readable information on said computer readable medium.

48. (New) An apparatus as in claim 47, wherein said surface associated with the computer readable medium is a surface of the computer readable medium.

49. (New) An apparatus as in claim 47, wherein said attaching comprises using a sleeve to hold the computer readable medium.

50. (New) An apparatus as in claim 49, wherein said surface associated with the computer readable medium is a surface of the sleeve that holds the computer readable medium.

51. (New) An apparatus as in claim 49, wherein said sleeve is transparent, and said surface associated with the computer readable medium is a surface of the computer readable medium that can be seen through the sleeve.

52. (New) An apparatus as in claim 49, further comprising a part on said sleeve that holds said computer readable medium into said sleeve, wherein said computer readable medium cannot be removed from said sleeve without moving said part.

53. (New) An apparatus as in claim 47, wherein said second information includes executables that are executed by a computer.

54. (New) An apparatus as in claim 53, wherein said executables include a computer executable link to a source of the product.

55. (New) An apparatus as in claim 53, wherein said executables include a

program that automatically links to a source of the product when executed on a computer.

56. (New) An apparatus as in claim 47, wherein said second information includes a multimedia presentation that is shown on a computer.

57. (New) An apparatus as in claim 47, wherein said computer readable medium is an optically-readable disk, that is in a non-circular shape.

58. (New) An apparatus as in claim 57, wherein said optically readable disk is in a shape that has corners.

59. (New) An apparatus as in claim 58, wherein only a central most portion of said non-circular shape includes computer readable instructions thereon, and where a portion of the shape that has said corners does not have said computer readable instructions thereon.

60. (New) An apparatus as in claim 59, wherein said central most portion is a portion that is circular, and where there are other portions that are not circular.

61. (New) An apparatus as in claim 60, wherein said non-circular portions are symmetrical to one another but are not symmetrical around the entirety of said optically readable disk.

62. (New) An apparatus as in claim 60, wherein said non-circular portions have pointed edges.

63. (New) An apparatus of claim 47, wherein the product is in a package.

64. (New) An apparatus of claim 63, further comprising a flexible member, and wherein said attaching comprises attaching the label to the exterior of the package by said flexible member.

65. (New) An apparatus of claim 63, wherein said label is attached to the package in a way that allows said first information to be seen when looking at the package.

66. (New) An apparatus as in claim 65, wherein said label is attached directly to the package.

67. (New) An apparatus as in claim 66, wherein the computer readable medium is physically coupled to the product by a substrate of the label.

68. (New) An apparatus comprising:

a product having a label, where the label includes a computer readable medium, and a holder for the computer readable medium, said holder including a sleeve holding the computer readable medium, and a part on said sleeve that holds said computer readable medium into said sleeve, wherein said computer readable medium cannot be removed from said sleeve without moving said part in a way where said part no longer holds the computer readable medium into said sleeve;

a label attachment part that attaches said label to the product in a way that uses a surface associated with said computer readable medium as a part of product labeling,

said computer readable medium having computer readable information thereon.

69. (New) An apparatus as in claim 68, wherein said surface associated with said computer readable medium is a surface of the computer readable medium.

70. (New) An apparatus as in claim 68, wherein said computer readable information represents information about the product to which the computer readable medium is attached, said forming comprising forming first information about the product on said surface associated with said computer readable medium, and forming second information about the product as said computer readable information on said computer readable medium

71. (New) An apparatus as in claim 69, wherein said surface is a surface of the sleeve and said surface of the computer readable medium can be seen through the sleeve.

72. (New) An apparatus as in claim 68, wherein said second information includes executables that are executed by a computer.

73. (New) An apparatus as in claim 72, wherein said executables include a link to a source of the product.

74. (New) An apparatus as in claim 72, wherein said executables include a program that automatically links to a source of the product when executed on a

computer.

75. (New) An apparatus as in claim 68, wherein said second information includes a multimedia presentation that is shown on a computer.

76. (New) An apparatus as in claim 68, wherein said computer readable medium is an optically-readable disk, that is in a non-circular shape that has corners.

77. (New) An apparatus as in claim 76, wherein only a central most portion of said non-circular shape which is continuous around the entire disk and does not have corners, includes computer readable information thereon.

78. (New) An apparatus as in claim 77, wherein said non-circular portions are symmetrical to one another.

79. (New) An apparatus comprising:
a product having a label, where the label includes a computer readable medium, and a holder for the computer readable medium, wherein said computer readable medium is an optically-readable disk, that is in a non-circular shape;

said label and said computer readable medium attached to the product, in a way that uses a surface associated with said computer readable medium as a part of product labeling,

said computer readable medium having computer readable information thereon, wherein only a central most portion of said non-circular shape which is continuously circular includes said computer readable information thereon includes said computer readable information.

80. (New) An apparatus as in claim 79, wherein said computer readable information represents information about the product to which the computer readable medium is attached, wherein said surface associated with said computer readable medium has first information about the product on said first surface, and said computer readable information on said computer readable medium has second information about the product on said computer readable medium.

81. (New) An apparatus as in claim 79, wherein said non-circular portions are symmetrical to one another.

82. (New) An apparatus as in claim 79, wherein said non-circular shape has corners, and where said corners are symmetrical to one another.

83. (New) An apparatus as in claim 79, wherein said holder for said computer readable medium is a sleeve.

84. (New) An apparatus as in claim 79, wherein said holder for said computer readable medium is a flexible tag.

85. (New) An apparatus as in claim 79, wherein said computer readable medium is an optical disk that has a round opening in its center part, and said holder for said computer readable medium holds the disk by said round opening in its center part.

86. (New) An apparatus as in claim 83 wherein said surface associated with said computer readable medium is a surface of the sleeve.

87. (New) An apparatus as in claim 83, wherein said sleeve is transparent, and said surface associated with said computer readable medium is a surface of the computer readable medium that can be seen through the sleeve.

88. (New) An apparatus as in claim 83, further comprising a part on said sleeve that holds said computer readable medium into said sleeve, wherein said computer readable medium cannot be removed from said sleeve without moving said part.

89. (New) An apparatus as in claim 88, wherein said computer readable medium is an optical disk that has a round opening in its center part, and said part holds the disk by said round opening in its center part, and where said optical disk cannot be removed from said center part without moving said part relative to said round opening.

90. (New) An apparatus as in claim 80, wherein said second information includes a link that is executed by a computer to link to a source of the product.

91. (New) An apparatus as in claim 80, wherein said second information includes a multimedia presentation that is shown on a computer.

92. (New) An apparatus comprising:

a product having a label, where the label includes a holder for a computer

readable medium as part of the label, and the computer readable medium as part of the label, wherein said computer readable medium is an optically-readable disk, that has a central aperture;

a label attachment part that attaches said label to the product; and

a disk attachment part, that holds said disk to the label by a pressure fit within said central aperture of said optically-readable disk.

93. (New) An apparatus as in claim 92, wherein said computer readable media has computer readable information that represents information about the product to which the computer readable medium is attached.

93. (New) An apparatus as in claim 92, wherein said optically-readable disk is in a non-circular shape.

94. (New) An apparatus as in claim 93, wherein only a central most portion of said non-circular shape which is continuously circular includes said computer readable information thereon.

95. (New) An apparatus as in claim 93, wherein said non-circular shape has corners, and where said corners are symmetrical to one another.

96. (New) An apparatus as in claim 92, wherein said holder is a sleeve having surfaces which hold the computer readable medium.

97. (New) An apparatus as in claim 92, wherein said holder is a flexible tag.

97. (New) An apparatus as in claim 92, further comprising first information about the product on a surface associated with said computer readable medium.

98. (New) An apparatus as in claim 96 further comprising first information about the product on a surface associated with said computer readable medium wherein said surface is a surface of the sleeve.

99. (New) An apparatus as in claim 96, further comprising first information about the product on a surface associated with said computer readable medium wherein said surface is a surface of the sleeve, wherein said surface is a surface of the computer readable medium that can be seen through the sleeve.

100. (New) An apparatus as in claim 97, wherein said disk attachment part is movable to hold said computer readable medium into said sleeve, wherein said

computer readable medium cannot be removed from said sleeve without moving said part.

101. (New) An apparatus as in claim 92, further comprising second information about the product as computer readable information on said computer readable medium.

102. (New) An apparatus as in claim 101, wherein said second information includes executables that are executed by a computer.

103. (New) An apparatus as in claim 102, wherein said executables include a link to a source of the product.

104. (New) An apparatus as in claim 80, wherein said second information includes a multimedia presentation that is shown on a computer.